

# 2015-2016



## CHAPTER MANAGEMENT GUIDE

In DECA, we talk a lot about our goals, principles and achievements. We have impressive statistics about how many countries our chapters are located in and who our messages reach. We offer scholarships, awards, events and conferences and even host guest speakers, talented performers and great leaders.

But is that all DECA is? No, because DECA is more than competitive events, blazers and medallions. DECA is you.

You are the 11,000 Wisconsin high school members who proudly wear our DECA blazers and uphold DECA's mission to prepare emerging leaders and entrepreneurs. You are fundraisers, you are competitors, you are leaders, you are advocates, and you are the future. You are the ones who tweet #DECALove and work all year long for one priceless moment on our international stage.

This is the year you create memories that will last forever, make friends you'll know for years and go to educational conference you'll wish never ended. This is the year you'll study harder, work longer and fight harder to earn your reward. This is the year where you'll say yes to the things that scare you and ignore the doubts that stop you.

This is your year to be epic.

**TELL US HOW YOU WILL #beDECAepic**



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[www.wideca.org](http://www.wideca.org) | [deca.dpi.wi.gov](http://deca.dpi.wi.gov)

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*Wisconsin DECA is a 501(c)(3) not-for-profit student organization. The United States Department of Education and Wisconsin Department of Public Instruction support and authorize DECA's Programs.*



Dear DECA Members and Advisors,

Are you ready for an EPIC year? The 2015-2016 Chapter Management Guide will provide you a foundation for your chapter to truly be EPIC! Here are a few important changes that will positively impact your chapter:

- ◆ Change to the 2015-2016 Chapter Management Guide
  - As you begin to review the 2015-2016 Chapter Management Guide you will notice we made some changes that have reduced the size of the guide by half. This was done in an effort to make the guide more efficient and user-friendly, while still providing your chapter the valuable resources you will need to have an EPIC year! We have done this by uploading many important documents/forms to the <http://deca.dpi.wi.gov> website. This website serves as the landing page for all information you may need. You may have to click on a specific category to find the information you are looking for, but the website is very easy to navigate. Links to each document/form have also been provided in this guide.
  - We have also included bookmarks on this PDF. Please use this tool to quickly find the information you are looking for without having to scan the entire guide. I encourage you to share this document electronically so that everyone has the benefit of accessing the online forms and bookmarks.
- ◆ Wisconsin DECA Membership Campaigns
  - Last year Wisconsin DECA reduced the requirements of the membership campaign to help make the goal more attainable. We will be doing the same again this year.
  - Make sure you check out the DECA EPIC Community Service Video Bonus Opportunity this year!
  - To learn more about the Wisconsin DECA Membership Campaigns and the Community Service bonus, please see page 8-9.
- ◆ Conference Update: Along with Team 50, we have great things planned for the 2015-2016 WI DECA Conferences which include:
  - Promotional Videos
  - Increase in member engagement with pre- and post-event surveys
  - Providing educational and relevant content at all events while keeping members engaged
  - Please check the [www.wideca.org](http://www.wideca.org) website often as we will be continuously updating the website throughout the year with pictures/videos from WI DECA events, Member of the Month Winners, Community Service Events.
  - We also encourage you to view our new and improved Epic [YouTube channel](#)!
  - And much, much more.... Stay tuned!

#### ◆ Competitive Events Update

- Added a new category for the Virtual Business Challenge in Accounting (ICDC level only)
- DECA Goes Lean in Entrepreneurship – DECA, Inc. will begin using new terminology and outlines in many of its Entrepreneurship Events. Specifically, DECA has adopted terminology associated with the lean business model canvas. For more information please [click here](#).
- Projects
  - 30+ Page Projects: The Executive Summary for any 30+ page project can now be 1-3 pages, single or double spaced. THIS IS ONLY FOR 30+ page projects.
  - Students will now have 15 minutes to present all projects. The 15 minutes includes question and answer, but it is up to the student as to how much time they leave for question and answer.
  - Judge evaluation forms will now be based on performance indicators rather than judge questions.

Last year was a great time to reflect on the 50 years of success for Wisconsin DECA. As we look forward to the new year, we ask you: **How will you make your chapter DECA EPIC?** We look forward to working with all of you to lead Wisconsin DECA to new EPIC achievements.

Sincerely,



Tim Fandek  
Wisconsin DECA Chartered Association Advisor



Terri Mackey  
Wisconsin DECA Center Executive Director



**#beDECAepic**




This section will be a valuable resource for **WHO** to contact, **WHO** to network with, **WHEN** events will be happening and **HOW** to get more involved by using the DECA, WIDECA and State Officer Initiatives to coordinate chapter activities.

- ◆ Wisconsin DECA Contact Information
- ◆ Link to Advisor Contact List
- ◆ Calendars and Planning Guides
- ◆ DECA Campaigns
- ◆ Membership Registration Guidelines
- ◆ WIDECA & State Officer Initiatives



WHO	WHAT	WHERE
<b>WI DECA CHARTERED ASSOCIATION ADVISOR</b> Timothy Fandek	Tim serves Wisconsin as the Department of Public Instruction Marketing, Management & Entrepreneurship Consultant and as Wisconsin Chartered Association Advisor DECA Advisor.	125 South Webster PO Box 7841 Madison, WI 53707 Phone: (608) 267.9253 FAX: (608) 267.9275 <a href="mailto:timothy.fandek@dpi.wi.gov">timothy.fandek@dpi.wi.gov</a>
<b>WI DECA CENTER EXECUTIVE DIRECTOR</b> Terri Mackey	Terri serves as the primary event coordinator, membership registration manager, and works on fund development.	Phone: (414) 779-6145 <a href="mailto:widecacenterdirector@gmail.com">widecacenterdirector@gmail.com</a>
<b>WI DECA OFFICE ASSISTANT</b> Maria Ingraham	Maria is available to answer billing questions and assists Wisconsin DECA on countless initiatives and projects.	125 South Webster PO Box 7841 Madison, WI 53707 Phone: (608) 267-9259 FAX: (608) 267.9275 <a href="mailto:maria.Ingraham@dpi.wi.gov">maria.Ingraham@dpi.wi.gov</a>
<b>WI DECA BOARD PRESIDENT</b> John Webster	Contact John if you have any questions about governance of Wisconsin DECA or if you need topics addressed at WIDECA Board Meetings	<a href="mailto:jwebster@deforest.k12.wi.us">jwebster@deforest.k12.wi.us</a>
<b>WI DECA CENTER BOARD PRESIDENT</b> Nicole Hinkel	Contact Nicole if you have any questions regarding operation of the WIDECA Center or if you need topics addressed at a WIDECA Center Board Meeting	<a href="mailto:nhinkel@lacrossesd.org">nhinkel@lacrossesd.org</a> or <a href="mailto:widecacenterpresident@gmail.com">widecacenterpresident@gmail.com</a>
<b>WI DECA JUDGE COORDINATOR &amp; WEBSITE MANAGER</b> Andrea Sapon	Andrea is available to assist with questions regarding judge registration for SCDC. She is also the primary content manager for our WIDECA website: <a href="http://www.wideca.org">www.wideca.org</a>	<a href="mailto:ahsapon@gmail.com">ahsapon@gmail.com</a>
<b>WI DECA LEADERSHIP SPECIALIST</b> Holly Norris & Keegan O'Brien	Questions about state officer training or communications should be sent to Holly and Keegan.	Holly: <a href="mailto:DECAholly@gmail.com">DECAholly@gmail.com</a> Keegan: <a href="mailto:obrien.keegan@gmail.com">obrien.keegan@gmail.com</a>
<b>WI DECA CHAPTER CONTACTS</b>	Please utilize this link to retrieve most current chapter contact information including advisor name, phone, address and email. <i>Please use Google Chrome to access this map.</i>	<a href="https://mapsengine.google.com/map/edit?mid=z0bJWZvm0RjI.kndpRIZsShEU-">https://mapsengine.google.com/map/edit?mid=z0bJWZvm0RjI.kndpRIZsShEU-</a> Insert updated link

# 2015-2016 Wisconsin DECA Calendar

June 2015		January 2016	
1	Leadership Council Applications Due	8	District 2, 7 Conference
14-17	State Officer Workshop	9	District Conferences: 1, 3, 4, 5/6
19	<a href="#">Chapter Opportunity Workshop (COW)</a> <a href="#">Registration Due</a>	15	Final DECA, Inc. Membership Due
		15	SCDC Service Associate Application Due
		15	State Officer Candidate Portfolios Due
July 2015		February 2016	
15	WIDECA Board Meeting	3	SCDC Project Submission Deadline
21-22	Chapter Opportunity Workshop (COW)	3	<a href="#">State Career Development Conference (SCDC) Registration Due</a>
22	WIDECA Center Board Meeting	11	CTSO State Government Day
23	District Conference Coordinator Meeting	12	WIDECA/ DECA CENTER Board Meeting
		12	Project Directors Meeting
		13	State Officer Screening
August 2015		March 2016	
13-16	Association Management Conference	8-10	SCDC 2016 “BE EPIC”
28	WIDECA Chapter Management Guide Release	18	<a href="#">International Career Development Conference (ICDC) Registration Due</a>
September 2015		April 2016	
TBD	WIDECA Board Phone Conference Call	8	SCDC Post Conference Meeting
		8-9	New Officer Orientation
		23-26	ICDC 2016 “BE EPIC”
October 2015		May 2016	
TBD	WIDECA Center Board Phone Conference Call	TBD	WIDECA Board Phone Conference Call
2	SCDC Planning Meeting	TBD	WIDECA CENTER Board Phone Conference Call
5	<a href="#">Emerging Leaders Conference (ELC)</a> <a href="#">Registration Due</a>		
20	Central Regions Leadership Conference (CRLC) Registration Due TENTATIVE		
November 2015		June 2016	
8-9	Emerging Leaders Conference	12-15	State Officer Workshop
12	<a href="#">Sports &amp; Entertainment Marketing (SEM) Registration Due</a>	17	COW Registration Due
15	WIDECA Membership Campaign Due		
20-22	CRLC – Kansas City, KS		
December 2015		July 2016	
1	DECA, Inc. Membership Campaign Due	TBD	WIDECA Board Meeting
1	DECA, Inc. Month Campaigns Due	TBD	WIDECA Center Board Meeting
12	Sports & Entertainment Marketing Conference	13-14	COW TENTATIVE
This “at a glance” calendar of events has been designed for easy reference of upcoming events. Refer to conference packets ( <i>available one month prior to conference registration deadlines at <a href="http://www.dpi.wi.gov/deca">www.dpi.wi.gov/deca</a></i> ) for specific conference information. This calendar may be updated throughout the year as dates are confirmed. This calendar is available at <a href="http://www.deca.dpi.wi.gov">www.deca.dpi.wi.gov</a> at all times			



## GUIDING PRINCIPLES

DECA'S COMPREHENSIVE LEARNING PROGRAM

INTEGRATES INTO CLASSROOM INSTRUCTION  
APPLIES LEARNING  
CONNECTS TO BUSINESS  
PROMOTES COMPETITION



## GUIDING PRINCIPLES

DECA PREPARES THE NEXT GENERATION TO BE

ACADEMICALLY PREPARED  
COMMUNITY ORIENTED  
PROFESSIONALLY RESPONSIBLE  
EXPERIENCED LEADERS



# Month by Month Planning Guide

*This is a great overall guide for your chapter strategic plan.*

## JULY

Develop your strategic plan, DECA Calendar and budget  
Examine the DECA Guide  
Attend the Chapter Opportunity Workshop (COW)  
Participate in professional development activities  
Put chapter activities and conference dates on school calendar and begin to request permission to attend  
Review DECA Comprehensive Learning Programs and develop how to integrate them into classroom instruction

## AUGUST

Connect or reconnect with local DECA leaders, your association advisor and other local advisors  
Introduce DECA to your students  
Meet with chapter leadership to initiate the chapter strategic plan  
Verify your information in the online membership system

## SEPTEMBER

Begin your membership campaign, show the DECA membership DVD and recruit student, alumni and professional members  
Conduct a Parent's Night Program for your new members (Great way to build your professional members!)  
Introduce DECA's Competitive Events Program to your members and begin work on written events  
Participate in DECA's online events and activities  
Register to attend upcoming DECA conferences

## OCTOBER

Touch base with your membership goals...is your chapter on track to achieve goals  
Login to the online membership system and submit member names and information  
Review State Officer and WIDECA Initiatives and coordinate activities to fit into your strategic plan  
Review progress on DECA Campaigns due next month  
Finalize plans for DECA Month (November) activities

## NOVEMBER

Celebrate DECA Month  
Attend WIDECA Emerging Leaders Conference  
Continue training and practice for competitive events  
Participate in Global Entrepreneurship Week activities  
Start preparing chapter leaders to take the next step to state leadership  
Attend CRLC in Kansas City, MO

## DECEMBER

Attend the WI DECA Sports & Entertainment Marketing Conference (SEM)  
Plan and execute a chapter social activity  
Participate in community service activities  
Conduct a mid-year evaluation of chapter's progress  
Review the SCDC Packet (available online) and begin planning to attend SCDC 2016

## JANUARY

Coordinate competitive event prep workshops with business partners and alumni  
State Officer Portfolios Due  
Attend your District Career Development Conference  
Participate in DECA online events and activities  
Polish and submit student scholarship applications  
Recruit members who are second semester students  
Submit DECA Emerging Leader Honor Award applications  
Login to the online membership system and submit members' names by January 15, 2016

## FEBRUARY

Celebrate Career and Technical Education Month by highlighting DECA chapter activities and accomplishments  
Verify that all members are on the paid roster  
Register for SCDC 2016 by February 3, 2016  
Review the ICDC Packet (available online) and begin planning for and preparing your members to attend ICDC 2016 in Nashville, TN  
Promote DECA for next year's class registration

## MARCH

Make plans to attend advisor professional development activities in the summer by submitting requests, securing funding and applying for scholarships  
Attend WIDECA State Career Development Conference – SCDC 2016  
Continue preparing to attend DECA ICDC by arranging travel, raising funds, and ensuring competitors have official DECA Blazers  
Reach out to middle schools and promote DECA

## APRIL

Prepare to attend DECA ICDC in Nashville, TN  
Thank sponsors and mentors for their contributions to your members during the past year

## MAY

Celebrate your chapter success at ICDC  
Conduct an annual evaluation of your DECA chapter with your chapter leadership team  
Encourage graduating DECA members to enroll in the DECA College Connection and join Collegiate DECA  
Recognize business and community partners  
Recognize member contributions and achievements  
Receive DECA transcripts for ICDC competitors  
Select new chapter leadership team members

## JUNE

Schedule a meeting with your outgoing and incoming chapter leadership teams for a training and transition session  
Send an end-of-the-year report and pride points to faculty, counselors, administrators, and business partners  
Train new chapter leadership team members  
Plan to attend COW 2016

# [EPIC CAMPAIGNS]

CELEBRATE DECA MONTH IN  
**NOVEMBER**

[www.deca.org/high-school-programs/high-school-chapter-campaigns](http://www.deca.org/high-school-programs/high-school-chapter-campaigns)

## MEMBERSHIP

Guide your membership efforts by meeting these goals.

[20]

MORE STUDENTS THAN  
LAST YEAR

[20]

ALUMNI

[20]

PROFESSIONALS

DEADLINE 12.1.15

Earn **ACHIEVEMENT LEVEL** by meeting the requirements in any **ONE** of the categories (students, alumni and professionals) of the Membership Campaign and receive a pennant and certificate.

Earn **THRIVE LEVEL** by meeting the requirements in any **TWO** of the categories of the Membership Campaign and receive a pennant, plaque, flag and three allocations to attend the **THRIVE ACADEMY** at ICDC!

## GLOBAL ENTREPRENEURSHIP WEEK

Activities must occur during November 16-23, 2015.  
Submit DECA Idea Challenge entries at [www.deca.org/ideachallenge](http://www.deca.org/ideachallenge).

[3]

IDEA CHALLENGE  
ENTRIES



[3]

SUCCESS STORIES OF ALUMNI  
ENTREPRENEURS



[3]

SCHOOL/COMMUNITY  
OUTREACH ACTIVITIES

## PROMOTIONAL

Conduct these activities from the beginning of your school year through DECA Month.

[3]

SCHOOL  
OUTREACH ACTIVITIES



[3]

SUCCESS STORIES  
OF ALUMNI



[3]

COMMUNITY  
OUTREACH ACTIVITIES

## COMMUNITY SERVICE

Conduct a community service activity from the beginning of your school year through DECA Month.

[1]

OR MORE COMMUNITY  
SERVICE ACTIVITIES



[75%]

OR MORE PARTICIPATION OF  
YOUR DECA MEMBERS



[1]

FORM OF PUBLICITY  
OR PROMOTION

Earn **ACHIEVEMENT LEVEL** by meeting the requirements in any **ONE** of the three DECA Month Chapter Campaigns (Global Entrepreneurship Week Campaign, Promotional Campaign, and Community Service Campaign) and receive a pennant and certificate.

Earn **THRIVE LEVEL** by meeting the requirements in any **TWO** of the three DECA Month Chapter Campaigns (Global Entrepreneurship Week Campaign, Promotional Campaign, and Community Service Campaign) and receive a pennant, plaque, flag and three allocations to attend the **THRIVE ACADEMY** at ICDC!

DEADLINE 12.1.15

## ADVOCACY

Advocate during Career and Technical Education Month in February.

DEADLINE 3.1.16

[3]

SCHOOL  
OUTREACH ACTIVITIES



[3]

PUBLIC POLICY  
MAKERS OUTREACH



[3]

COMMUNITY  
OUTREACH ACTIVITIES

Meet the requirements in the Advocacy Campaign during February and receive a pennant, special plaque from DECA's Congressional Advisory Board and a letter of recognition sent to your school administrator and government officials.



# 2015-2016 Wisconsin DECA

## Membership/Chapter Campaign Incentive Plan

### MEMBERSHIP

Deadline 11.15.15

Guide your membership efforts by meeting these goals.

**[10]**

More STUDENTS than  
last year

**[10]**

ALUMNI

**[10]**

PROFESSIONALS

### Global Entrepreneurship Week

Deadline 12.1.15

Activities must occur during November 16-23, 2015

Submit DECA Idea Challenge entries at [www.deca.org/ideachallenge](http://www.deca.org/ideachallenge).

**[3]**

Idea Challenge  
Entries

+

**[3]**

Success stories of  
Alumni Entrepreneurs

+

**[3]**

School/Community  
Outreach Activities

To receive the WI DECA incentives please make sure you copy Terri Mackey on what you submit to DECA, INC.

### Promotional

Deadline 12.1.15

Conduct these activities from the beginning of your school year through DECA Month.

**[3]**

School Outreach  
Activities

+

**[3]**

Success stories  
of Alumni

+

**[1]**

Community  
Outreach Activities

To receive the WI DECA incentives please make sure you copy Terri Mackey on what you submit to DECA, INC.

### Community Service

Deadline 12.1.15

Conduct a community service activity from the beginning of your school year through DECA Month.

**[1]**

Or more Community  
Service Activities

+

**[75%]**

Or more participation of  
your DECA members

+

**[3]**

Form of publicity  
or promotion

To receive incentives from WI DECA please make sure you submit your community service activities online using the following form:  
[Community Service Online Form](#)

### INCENTIVES

#### Membership Campaign

By November 15, 2015, if your chapter earned one or more of the achievements (10+ students, 10+ alumni, and/or 10+ professionals) you chapter will receive:

- Membership ribbon at SCDC 2016
- Elite trading pin at ICDC 2016
- Your chapter will be entered into a drawing for an SCDC allocation spot for each achievement you earn. (Up to 15 spots will be drawn/No more than TWO spots per chapter. Chapters that completed the Chapter Campaign will also be entered in this drawing)

#### Chapter Campaign

By December 1, 2015 complete the requirements for ONE or more of the three DECA Month Chapter Campaigns (Global Entrepreneurship Week Campaign, Promotional Campaign, and Community Service Campaign) and receive

- Recognition ribbon at SCDC 2016
- Elite trading pin at ICDC 2016
- Your chapter will be entered into a drawing for an SCDC allocation spot for each Campaign you complete. (Up to 15 spots will be drawn/No more than TWO spots per chapter. Chapters that completed the Membership Campaign will also be entered in this drawing)

#### EPIC COMMUNITY SERVICE BONUS

- Meet all the requirements of the 2015-16 Membership (All 3 achievements) and all 3 Chapter Campaigns (All 3 achievements in each campaign)

#### PLUS

- Create an Epic Community Service video that promotes the Community Service project(s) your chapter is involved in. (See next page)

#### INCENTIVES

- 1 additional allocation spot to SCDC 2016
- Early Entry into General Session
- Entry into drawing for PREMIER SEATING at all general sessions at SCDC 2016 (Up to 5 chapters can receive up front seating).
- Pizza Party at ICDC

# DECA EPIC COMMUNITY SERVICE VIDEO

Is your DECA chapter [EPIC] in Community Service?  
WE WANT TO KNOW!

Last year Wisconsin DECA members participated in over 175 community service events throughout the state of Wisconsin. Let's show the state of Wisconsin how community oriented our members are by creating videos to highlight some of these events.

## GUIDELINES

- Create a short video (not to exceed 3 minutes) to highlight a Community Service Event(s) organized and facilitated by your chapter.
- Video submissions that exceed the time limit will NOT be eligible for the Epic Community Service Bonus
- Chapters are allowed to submit ONE video.
- The URL address must be documented on the submission form; failure to share the address may disqualify the entry from the challenge.
- Submissions are due **November 15, 2015**. To submit your video [click here](#) for the submission form.
- Wisconsin DECA will review all the videos and choose the Top 5 videos.
- The Top 5 videos will be showing at SCDC 2016
- The Top 3 videos will be posted online. DECA members will then vote for the First Place Video.

## EPIC COMMUNITY SERVICE BONUS

- Meet all the requirements of the 2015-16 Membership (ALL 3 ACHIEVEMENTS) and the 3 Chapter Campaigns(ALL 3 ACHIEVEMENTS in each campaign)

### PLUS

- Create an Epic Community Service video that promotes the Community Service project(s) your chapter organized and facilitated.

### PLUS

- Submit at least 3 reviews of your video from (one each) qualified viewers: 1 student, 1 alumni, and 1 professional. See the next page of the Chapter Management Guide for the review form.

## INCENTIVES

- 1 additional allocation spot to SCDC 2016
- Early Entry into General Session
- Entry into drawing for PREMIER SEATING at all general sessions at SCDC 2016 (Up to 5 chapters can receive up front seating.
- Chapter Recognition
  - The Top 5 videos will be chosen by WI DECA and will be shown at SCDC 2016
  - The Top 3 videos will be posted on WI DECA social media and WI DECA Members will vote for the First Place Video
  - The first place video will receive an award at SCDC 2016

# SERVE.LEAD.INSPIRE

**Are you worried you chapter will not meet all the requirements to get the EPIC Community Service Bonus but still want the chance to create a video and earn a free pizza party at ICDC?**

**No problem..... see the next page for more details!**



# ICDC Pizza Party



If you are looking for an easy way to save money at ICDC... look no further!

**Wisconsin DECA wants as many EPIC Service Videos as possible!**

Every chapter that creates a video

*(even if you do not meet all of the requirements of the EPIC Community Service Bonus)*

Will receive a free pizza party  
at ICDC!



Submit your EPIC Service video  
by November 15, 2015  
to be included in the pizza party!



**SERVE.LEAD.INSPIRE**



## MEMBERSHIP REGISTRATION

It is necessary to register all DECA members as soon as possible in the school year. Wisconsin DECA connects all in-state and out-of-state event registration to membership. There are also incentives offered for registration completed before November 15, 2015. *These incentives are outlined on the previous page of this publication.*

### WISCONSIN DECA UNIFIED MEMBERSHIP POLICY

- Conference registration is connected to DECA membership. All attendees to WIDECA and/or DECA events, must be paid DECA members.
- WIDECA and DECA have unified membership policies. All members of WIDECA must also be members of DECA, Inc.

### ONLINE REGISTRATION AND PAYMENT INFORMATION

Wisconsin registers directly with DECA Inc. You must log on to the following site in order to complete the process:

[www.decaregistration.com/hs/Login.aspx](http://www.decaregistration.com/hs/Login.aspx). Please register information as accurately as you can. Changes need to be approved by Terri Mackey and any edits (after submitting membership) can only be made by DECA Inc. Here are some important tips to follow:

- The advisor listed as the primary advisor will also be the primary contact in our conference registration system. Please be sure that this information (*especially Email address*) is entered correctly.
- You may add members at any time up until January 15, 2016. Each time you add members, you will generate a new invoice for those members.
- Dues are as follows: DECA Inc. Dues (\$8.00) + WIDECA Dues (\$6.00)= \$14.00.
- You may collect more money for dues at the chapter level to help support your chapter budgetary needs.
- All membership payments (for the full amount of \$14.00 per member) should be sent to DECA Inc. **Do NOT send membership payment to WIDECA.**
- Membership dues must be paid in full upon receipt of invoice (this generates automatically each time you register members). **Unpaid membership dues after March 1, 2016 will impact eligibility to attend ICDC.**
- DECA Inc Address: 1908 Association Drive / Reston, VA 20191
- **WHEN ENTERING IN YOUR "DISTRICT" INFORMATION, PLEASE ENTER YOUR WIDECA DISTRICT (NOT YOUR SCHOOL DISTRICT). Please double check to ensure this is done correctly!**
- **When entering your membership, make sure you are updating your contact information!**

### WHO CAN BE A DECA MEMBER?

**STUDENTS** currently enrolled in marketing education, small business management, entrepreneurship, sports marketing, international marketing and other courses determined to be within the total marketing education program.

**STUDENTS** who have been enrolled in any marketing or marketing related class – It is a local chapter decision to extend membership to this group of students.

**STUDENTS** who plan to enroll in marketing education or marketing related courses – These students should have an interest in marketing as a career or career enhancement purposes. It is a local chapter decision to extend membership to this group of students.

DECA members can be from any grade in the district as determined by the local chapter advisor. Refer to the DECA Competitive Event Guidelines for eligibility for participation.

**ADVISORS AND CO-ADVISORS** are required to register as paid advisor members of DECA.

**ALUMNI** of any DECA chapter who wish to stay actively connected to the local chapter, WIDECA and DECA should be registered as Alumni Members.

Business partners, local school administrators, student teachers, parents, local chapter advisory board members, and any other interested parties who wish to stay actively connected to DECA should be registered as **PROFESSIONAL MEMBERS**.

Turn your membership promotion into a **REAL PROJECT!** [Click here](#) for a template for an in class project. This is **NOT** the evaluation for the WIDECA Membership Development Incentive Plan.

# Strategize with Team 50

The DECA experience is unique—it's big, it's bold, it's unforgettable, it's epic. This is the year to go beyond the usual or ordinary. It's the year to say, "I did it all." It's time to be epic. **#beDECAepic.**

## 2015-2016 STATE OFFICER TEAM

	<p><b>Lauren Bayer</b> President Email: <a href="mailto:widecapresident@gmail.com">widecapresident@gmail.com</a> Phone: 608.886.7550</p>	
	<p><b>Meghan Sharkus</b> VP of Community Service Email: <a href="mailto:widecacomunityservice@gmail.com">widecacomunityservice@gmail.com</a> Phone: 608.438.7189</p>	
	<p><b>Jackie Page</b> VP of Event Management Email: <a href="mailto:widecaeventmanagement@gmail.com">widecaeventmanagement@gmail.com</a> Phone: 608.487.4494</p>	
	<p><b>Brendan Buhler</b> VP of Brand Development Email: <a href="mailto:widecabrandmanagement@gmail.com">widecabrandmanagement@gmail.com</a> Phone: 262.716.8725</p>	
	<p><b>Emma May Johnson</b> VP of Business Partnerships Email: <a href="mailto:widecabusinesspartnerships@gmail.com">widecabusinesspartnerships@gmail.com</a> Phone: 608.799.7370</p>	
	<p><b>Nathan Smith</b> VP of Chapter Development Email: <a href="mailto:widecachapterdevelopment@gmail.com">widecachapterdevelopment@gmail.com</a> Phone: 608.225.1916</p>	



To view the State Officers  
Program of Work  
[click here](#)



## LEAD AND SUCCEED

Team 50 is prepared to provide Wisconsin DECA members with even more opportunities to grow as leaders and competitors! In order to help members form stronger relationships, the Wisconsin DECA Leadership Council will evolve to include committees based on aspects of DECA that interest members most. In addition, Leadership Council members will be able to share their chapters' success via a Wisconsin DECA blog.

With the help of the Leadership Council, Wisconsin DECA members will also have access to a number of competitive preparation materials throughout the year. Members will be able to receive feedback, tips, and study resources to help them receive the best possible score on their project, role play, or test. All study resources will be compiled and shared with Wisconsin DECA members.

### GOALS:

- ◆ LEAD:
  - ◆ Develop the leadership skills of LC members and provide them with more opportunities for involvement through committees and the Wisconsin DECA blog.
  - ◆ Measure the growth and development of LC by making use of surveys and infographics.
- ◆ SUCCEED:
  - ◆ Provide competitive preparation materials to members across the state.
  - ◆ Analyze the most difficult concepts for Wisconsin DECA members and strategically create materials that target areas of learning opportunity.
  - ◆ Improve and optimize Wisconsin DECA's performance at ICDC.

If you are looking to increase your involvement in Wisconsin DECA, the Leadership Council is for you. Don't forget to check the Wisconsin DECA website as we near competition season for study resources! Both the progress made with the Leadership Council as well as any competitive preparation materials that are compiled will be promoted on Wisconsin DECA's social media platforms. For any questions, or to apply for the Leadership Council, please contact Lauren Bayer.

**LAUREN BAYER**  
 PRESIDENT  
 608.886.7550  
 widecapresident@gmail.com





# EXPANDING SERVICE PARTICIPATION

Wisconsin DECA has had 50 years of EPIC service. From Trick-or-Can to Miracle Minutes at conferences and competitions, we have so much to be proud of! This year, we hope to continue annual projects while increasing recognition and participation. We hope to expand our recognition from being strictly focused on state initiatives to emphasizing unique chapter projects as well. Currently, a blog is being added to the Wisconsin DECA website ([wideca.org](http://wideca.org)) to feature photos and videos of Wisconsin DECA members doing local community service projects in their chapters.

## GOALS:

- ◆ Recognize chapters for their efforts via social media and the new Wisconsin DECA blog.
- ◆ Unite Wisconsin DECA in statewide community service goals.
- ◆ Grow participation and impact from last year in community service.

Each year, Wisconsin DECA's State Officer Team works hard to create resources to help you succeed. Last year, Riley Vanden Plas created a Community Service Guide to offer you materials, tips, and ideas for local community service events. This year, I hope to have a Community Service Blog up and running by the end of the summer. This accessible and user-friendly resource will be an instrumental tool that will allow chapters to collaborate and share ideas. In order to make this resource great, we need your help! If there are any resources you need created or questions you need answered, feel free to contact me.

**MEGHAN SHARKUS**

VICE PRESIDENT OF COMMUNITY SERVICE  
608.438.7189  
[widecacomcommunityservice@gmail.com](mailto:widecacomcommunityservice@gmail.com)





## PRE- AND POST- CONFERENCE

Every event should be one to remember, and DECA conferences are no exception! Not only are conferences times to compete, build your leadership skills, and bond with your chapter, but are also times to network with other members and make memories that will last a lifetime. This year, Wisconsin DECA will be creating both promotional and conference recap videos and posting them to our YouTube Channel. These videos will get members excited for upcoming conferences, and will allow them relive their conference experience afterwards.

Additionally, pre- and post-conference surveys will be utilized in order to increase member involvement and obtain feedback about conference experiences and desires. Content on these surveys could range from a t-shirt design to entertainment options.

### GOALS:

- ◆ Create promotional and recap videos so members can get excited and look back on their conference experience.
- ◆ Utilize pre-conference surveys to increase member involvement before conference.
- ◆ Gain conference attendee feedback by producing post-conference surveys to further improve future events.

We want to hear from YOU, the members of Wisconsin DECA! Your involvement and feedback is crucial in order to make future conferences both a success and a memorable experience. Wisconsin DECA encourages you to participate in these initiatives by using official conference hashtags in your posts so we are able to compile pictures and also by completing pre- and post-conference surveys! If you have any questions please reach out to the Vice President of Event Management, Jackie Page.

### JACKIE PAGE

VICE PRESIDENT OF EVENT MANAGEMENT  
608.487.4494  
widecaeventmanagement@gmail.com





# CONNECT, MAINTAIN, GROW

The world of technology and social interaction is constantly evolving. Social media platforms such as Twitter, Facebook, and Instagram allow us to instantly connect and network with people from around the world. Since it is such an invaluable tool, Wisconsin DECA needs to utilize the technology so we are able to reach out to current, potential, and past members while promoting our association's brand. By raising awareness and promoting our programs, Wisconsin DECA will be able to grow as a whole and continue to be one of the strongest associations.

## GOALS:

- ◆ CONNECT:
  - ◆ Engage with Wisconsin DECA members through social media.
  - ◆ Promote Wisconsin DECA initiatives through multiple platforms.
  - ◆ Increase excitement for events and campaigns.
- ◆ MAINTAIN use of current platforms such as Facebook, Instagram, and Twitter.
- ◆ GROW:
  - ◆ Continue to solidify Wisconsin DECA brand across all platforms and promote to members, advisors, professionals, and alumni.
  - ◆ Increase follower count across all social media platforms.
  - ◆ Implement #SpotlightSaturday to recognize local chapters throughout the state.

To make the Wisconsin DECA brand amazing, we need your help! Follow us on Twitter, Instagram and Vine (@WI\_DECA), subscribe on YouTube (Wisconsin DECA), and "Like" us on Facebook (Wisconsin DECA). Tweet at us! Tag us in your Instagram picture! Share a picture with us on Facebook! We need YOU to #beDECAepic this year!

## BRENDAN BUHLER

VICE PRESIDENT OF BRAND MANAGEMENT  
262.716.8725  
widedcabrandmanagement@gmail.com





## PARTNER WITH SUCCESS

As a Wisconsin DECA member, your years in this organization are filled with opportunities that prepare you for the future. Some of the largest opportunities come from the companies and businesses that have partnered with DECA. These partnerships offer many benefits to members such as: scholarships, internships, real-world experience and employment opportunities. As an international organization whose main goal is to prepare emerging leaders and entrepreneurs in marketing, finance, hospitality and management, the amount of partners and sponsors DECA holds is amazing. These are all people who support you and who are responsible for making your DECA experience one to remember!

### GOALS:

- ◆ Connect businesses with chapters in their areas to better the chapter's projects and events.
- ◆ Create a step-by-step guide to help chapters every step of the way in choosing, building, and meeting with potential partners.
- ◆ Choose a variety of speakers and workshops for upcoming Wisconsin DECA conferences.

You are truly set up for success in Wisconsin DECA! There are countless businesses across the state ready to support you and see you reach your fullest potential. Each business could have something different to offer. From monetary support and product donation, to speakers and workshops, local businesses are almost always more than willing to help fund an organization. So here is the challenge for you: Utilize business partnerships to make your chapter's projects and events EPIC!

### EMMA MAY JOHNSON

VICE PRESIDENT OF BUSINESS PARTNERSHIPS  
608.799.7370  
widedcabusinesspartnerships@gmail.com





## GROWING OUR NUMBERS

Wisconsin DECA is experiencing an exciting phase in its fifty-year history! Within the past year, our overall membership has increased over 10%. This year, Wisconsin DECA aims to top that, by increasing our membership by 15%! This goal will put our membership over 13,000 members strong. Additionally, we want 25% of that 15% to be based solely on alumni and professional membership, which will allow us to build stronger connections for opportunities for our members!

This year, Leadership Council members will have the opportunity to be ambassadors for Wisconsin DECA to schools without active chapters. They will have the chance to interact with these school districts, showing them why Wisconsin DECA is an organization that is worth joining and implementing within their school.

### GOALS:

- ◆ Create resources for chapters to increase overall alumni and professional membership by 25%.
- ◆ Provide educators with the resources to establish and re-activate DECA chapters.
- ◆ Expand the Member of the Month program to include Officer/Leadership Team of the Month.

This year, we are going to #beDECAepic and show how Wisconsin DECA can bring our membership growth to the next level. Attaining more alumni and professional members will allow our chapters to learn more about the business world, and show members the potential they hold for the future. With a 10% increase in the number of students in Wisconsin DECA, many of our members will get the opportunity to network and interact with new members all across the state. Giving our members more opportunities for recognition will be an exciting way for all of our members to see what everyone else is doing around the state. Get ready for an epic year of growth with Wisconsin DECA!

### NATHAN SMITH

VICE PRESIDENT OF CHAPTER DEVELOPMENT  
608.225.1916  
widechapterdevelopment@gmail.com





There are several resources available to you when you need a question answered about conferences and/or competitive events! First is this guide. We have tried to make it as comprehensive as possible to include facts, links and other information to help you. Websites are a valuable resource. [www.deca.org](http://www.deca.org) and [deca.dpi.wi.gov](http://deca.dpi.wi.gov) are your two primary web resources for all things DECA! Don't forget social media! WIDECA promotes on Facebook, Twitter, and Instagram. Terri Mackey and Tim Fandek are here to help you. Our contact information is available at the beginning of this Chapter Management Guide. Don't hesitate to call or email us.

- ◆ **WIDECA Conference Registration Guidelines**
- ◆ **Registration Site Information**
- ◆ **Dress Code Information**
- ◆ **District Conference Information**
- ◆ **Competitive Event Information and Guidelines**
- ◆ **State Level Event Information**

Economics Excellence

[Gold Chapter](#)

[Gold Student](#)

[Marketing Education & Training Presentation](#)

[SBE – Academy at WIDECA SCDC](#) - COMING SOON!

### ◆ **State Level Awards**

[Red Apple Advisor Award](#)

[Alumni Excellence Award](#)

[School Official/Friend of DECA Award](#)

[Marketing Educator Professional Development Scholarship Program](#)

[Acts of Kindness](#)

[General Contributions to Charity](#)

[100 Hours](#)

[Polar Plunge](#)

[All CTSO Safe Driving Initiative](#)

# WISCONSIN DECA CONFERENCE REGISTRATION GUIDELINES

## Conference Packets

Conference Packets that include registration information for WIDECA and DECA Conferences are available online at [http://deca.dpi.wi.gov/deca\\_events](http://deca.dpi.wi.gov/deca_events). These packets include programming information as well as pricing for registration and housing (if applicable). The packets will also include required forms for the conference. If you need a word version of any packet, please contact Terri Mackey ([widecacenterdirector@gmail.com](mailto:widecacenterdirector@gmail.com)).

## Early Bird Registration Incentive

As an incentive to register for conferences **early**, WIDECA will offer special pricing on the registration cost if a chapter registers and submits conference registration by a designated “Early Bird” date. Please refer to individual conference registration packets for specific “Early Bird” dates for each conference. There will no longer be a penalty (or late fee) assessed to registrations received after the final close of registration.

## Cancellation Policy for All Events

In order to provide our chapters with the latest possible registration dates, "cancellation" deadlines will be the same date as the close of registration. Chapter advisors may log on to the conference registration site and cancel any participant up to the closing date of registration at no charge. After the changes have been made by the advisor, a new invoice will be generated and emailed to the email address on record for the advisor. After the close of registration, notice of the cancellation must be submitted using a **Conference Cancellation/Substitution Form** (for applicable conferences) via email to Terri Mackey ([widecacenterdirector@gmail.com](mailto:widecacenterdirector@gmail.com)). **No refunds will be issued after the close of registration.** Substitutions will be accepted. Please refer to conference packets for more specific information. Emergency situations will be reviewed for medical and family reasons only.

## Housing Procedure

**Flat Rate Pricing** will be in effect for all WIDECA and DECA Conferences. Every effort will be made to grant housing requests. ***Housing requests should be submitted through the online registration system in the “Special Needs” area. Do NOT send email requests for housing!*** Any chapters requesting to share or combine housing must be arriving and departing on the SAME DAY as each other in order to accommodate housing requests. It is WIDECA procedure to combine housing between chapters to accommodate contracted housing allotments for each conference. In most cases, this means that student rooms will be quads and advisor rooms will be doubles. There are exceptions for every conference and your cooperation and understanding is greatly appreciated.

## DECA Code of Conduct

These forms only have to be filled out ONE time per school year. Once the forms are turned in they will be valid for all WIDECA events in the 2015-16 school year. Terri Mackey will create a google spreadsheet that will include the names of each student that completed the form. There are 3 forms that need to be completed:

[Student Code of Conduct](#)

[Advisor/Chaperone Code of Conduct](#)

[Administration Code of Conduct](#)

As an event approaches Terri will updated this spreadsheet every Monday. You will be able to look at the spreadsheet to see who has completed a form and who has not. [Click here](#) to view all completed code of conduct forms. If you would like a copy of the full form, contact Terri Mackey ([widecacentrordirector@gmail.com](mailto:widecacentrordirector@gmail.com)). Paper forms will **NOT** be accepted.



### Student to Adult Ratio

In State WIDECA	16:1
CRLC	12:1
ICDC	8:1

Please ensure that your registration is in accordance with this WIDECA practice.

***If chapters plan to “combine” advisors to adhere to the proper ratio, please email Terri Mackey BEFORE you begin registration for any conference.*** WIDECA is willing to work with and accommodate special needs of local administrations, but please communicate those **BEFORE** beginning to register for any conference. All advisors/chaperones will be responsible for monitoring the behavior of their students and providing supervision at conferences.



### Special Notes:

- CRLC Adult Ratio is governed by the Central Region Board of Governor’s Policy
- Please reference the updated bylaws to review the updated expectations for chaperones

# Event Registration Information

## WIDECA EMERGING LEADER CONFERENCE (ELC)

<https://www.decaregistration.com/wi-fall/Main.asp>

### LOCATION

Wilderness Resort and Conference  
Center Wisconsin Dells

### IMPORTANT DATES

**Event: November 8-9, 2015**

Early Bird Registration: Sept 2-17

Regular Registration: Sept. 18 – Oct. 5

**Registration Close Date: October 5**

### COSTS

Housing: \$45 per person  
(Sunday night stay only)  
\$80 per student  
\$40 per advisor  
\$90 per student  
\$50 per advisor

## CENTRAL REGION LEADERSHIP CONFERENCE (CRLC)

### LOCATION

Kansas City, MO  
(Hotel TBD in early November)

### IMPORTANT DATES

**Event: November 20-22, 2015**

Registration: Sept.15th-Oct. 18

**Registration Close Date: October 18**

### COSTS

Housing: APPROXIMATE  
COST: \$55 per person/per  
night  
\$125 per person

## WIDECA SPORTS & ENTERTAINMENT MARKETING CONFERENCE (SEM)

<http://www.decaregistration.com/wi-lab/Main.asp>

### LOCATION

Madison Capitols  
Alliant Center, Madison

### IMPORTANT DATES

**Event: December 12, 2015**

Registration: Oct. 12 – Nov. 12

**Registration Close Date: November 12**

### COSTS

No housing available

\$50 per person

## STATE CAREER DEVELOPMENT CONFERENCE (SCDC)

<https://www.decaregistration.com/wi/Main.asp>

### LOCATION

Grand Geneva Resort  
Lake Geneva



### IMPORTANT DATES

**Event: March 8-10, 2016**

Early Bird Registration: Jan. 1- 19

Registration: Jan. 19-Feb. 3

**Registration Close Date: February 3**

### COSTS

Housing: \$50 per person/per  
night  
\$100 per person  
\$115 per person

## INTERNATIONAL CAREER DEVELOPMENT CONFERENCE (ICDC) [BE EPIC]

<https://www.decaregistration.com/wi-icdc/Main.asp>

Nashville, TN

(Hotel TBD in early October)



**Event: April 23-26, 2016**

Early Bird Registration: Not Available

Registration: March 11-20

**Registration Close Date: March 20**

Housing: TBD

N/A

\$125 per person

## WIDECA CHAPTER OPPORTUNITY WORKSHOP (COW)

<https://www.decaregistration.com/wi-cow/Main.asp>

Madison

**Event: July 14-15, 2016 (Tentative)**

Early Bird Registration: Not Available

Registration: TBD

**Registration Close Date: TBD**

All Inclusive Pricing  
Hotel & Registration  
\$100 per person



## OFFICIAL DECA DRESS CODE

When appearing before judges, on stage, at DECA general sessions or at conference meal functions, professional appearance is an important aspect of the overall preparation of DECA members for the business world. Therefore, DECA supports a dress code for its career and leadership based functions and conferences that exemplifies the highest standards of professionalism while being non-discriminatory between males and females.

DECA's board of directors has developed the following official dress standards for use at the International Career Development Conference. Students, advisors and chaperones must follow the dress code. WIDECA adheres to this dress code as a guideline for in-state conferences. The only difference is that WIDECA does NOT require that competitors wear an official DECA blazer at SCDC.

*For a more polished, professional appearance, it is recommended that participants wear appropriate hosiery/socks.*

When Appearing Before Judges and On Stage	
Females	Males
Official DECA blazer with dress skirt or dress slacks and a dress blouse or official blazer with a dress; dress shoes	Official DECA blazer with dress slacks, collared dress shirt and necktie; dress shoes and dress socks
DECA General Sessions & Meal Functions	
Females	Males
Business suit or blazer with dress blouse and dress skirt or dress slacks or business dress; dress shoes	Business suit or sport coat with dress slacks, collared dress shirt and necktie; dress shoes and dress socks
Event Briefing, Manual Registration and Testing, Leadership Academies/Institutes	
Females	Males
Dress blouse or dress sweater with dress skirt or dress slacks (blazer optional) or business dress; dress shoes	Collared dress shirt and necktie with dress slacks (blazer optional); dress shoes and dress socks
DECA Business Casual	
Casual slacks (i.e. Dockers), blouse or shirt, casual shoes. Jeans, T-shirts and athletic shoes are <b>not</b> included in business casual attire	
WIDECA Chapter Pride (COW, CRLC, ELC, SEM, SCDC) - WHEN DESIGNATED	
Jeans, khakis, shorts, matching chapter or team shirts, athletic shoes Athletic style clothing such as track pants, sweat pants or leggings are acceptable <b>ONLY</b> when indicated.	
Unacceptable Options at DECA Activities	
<ul style="list-style-type: none"> <li>• Skin tight or revealing clothing</li> <li>• Leggings or graphic designed hosiery/tights</li> <li>• Midriff-baring clothing</li> </ul>	<ul style="list-style-type: none"> <li>• Swimwear</li> <li>• Athletic clothing (unless otherwise indicated)</li> <li>• Clothing w/printing that is suggestive, obscene or promoting illegal substances</li> </ul>

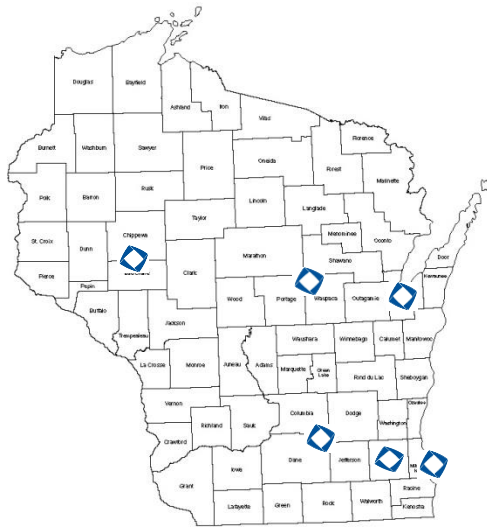
**Every WIDECA and DECA Conference Registration Packet will contain a conference specific dress code policy included in the Conference Code of Conduct.**

# DISTRICT CONFERENCE CONTACTS

Dates for District Conferences are listed on the WIDECA Calendar. Registration and contact information is listed below.

District	District Competition Location	Conference Coordinator(s)	Coordinator Contact Information
1	<b>UW Stout</b> Jarvis Hall Science Wing 410 10 <sup>th</sup> Ave. East Menomonie, WI 54751	Debbie Stanislawski	Phone: 715-232-3195 Email: <a href="mailto:stanislawskid@uwstout.edu">stanislawskid@uwstout.edu</a>
<a href="http://www.decaregistration.com/wi-d01">www.decaregistration.com/wi-d01</a>			<b>January 9, 2016</b>
2	<b>Midstate Technical College</b> 500 32 <sup>nd</sup> St. N. Wisconsin Rapids, WI 54494	Eric Siler  Ashley Tessmer	Phone: 715-422-7178 Email: <a href="mailto:eric.siler@wrps.net">eric.siler@wrps.net</a> Phone: Email: <a href="mailto:Ashley.Tessmer@wrps.net">Ashley.Tessmer@wrps.net</a>
<a href="http://www.decaregistration.com/wi-d02">www.decaregistration.com/wi-d02</a>			<b>January 8, 2016</b>
3	<b>Sun Prairie High School</b> 888 Grove Street Sun Prairie, WI 53590	Sarah Van Berkum  John Zimmerman	Phone: 608-561-6187 Email: <a href="mailto:sarah.vanberkum@edgerton.k12.wi.us">sarah.vanberkum@edgerton.k12.wi.us</a> Phone: 608-743-5582 Email: <a href="mailto:jzimmerman@janessville.k12.wi.us">jzimmerman@janessville.k12.wi.us</a>
<a href="http://www.decaregistration.com/wi-d03">www.decaregistration.com/wi-d03</a>			<b>January 9, 2016</b>
4	<b>Bay Port High School</b> 2710 Lineville Road Green Bay, WI 543013	Lindsay Matuszewski	Phone: 920-662-7000 Email: <a href="mailto:lindmatu@hssd.k12.wi.us">lindmatu@hssd.k12.wi.us</a>
<a href="http://www.decaregistration.com/wi-d04">www.decaregistration.com/wi-d04</a>			<b>January 9, 2016</b>
5 / 6	<b>Kettle Moraine High School</b> 349 N Oak Crest Drive Wales, WI 53183	Christine Grochowski	Phone: 262-539-5012 Email: <a href="mailto:cfg.deca@gmail.com">cfg.deca@gmail.com</a>
<a href="http://www.decaregistration.com/wi-d06">www.decaregistration.com/wi-d06</a>			<b>January 9, 2016</b>
7	<b>Milwaukee Area Technical College</b> 6665 S. Howell Ave. Oak Creek, WI 53154	Eric Radomski	Phone: 414-475-8391 Email: <a href="mailto:eradomski@milwaukee.k12.wi.us">eradomski@milwaukee.k12.wi.us</a>
<b>Contact Eric Radomski for registration information.</b>			<b>January 8, 2016</b>

# Chapter Listing by District



Please utilize this list as a reference to your chapter's **DECA District based on 2014-2015 membership.**

When registering your membership with DECA please include this information as listed below. For example: If you are from Ashland High School, please list your district as **"District 1."**

This list can also be a great networking resource. Reference the schools in your area for partnerships.

The illustration represents the Wisconsin DECA District Conference Locations.

District 1		District 2		District 3	
Ashland	Menomonie	Adams Friendship	Westfield	Cambridge	Madison East
Chippewa Falls	Northland Pines	Antigo	Wisconsin Rapids	Cardinal Heights	Madison LaFollette
Eau Claire Memorial	Northwestern	Auburndale		Clinton	Madison West
Eau Claire North	St. Croix Falls	DC Everest		DeForest	McFarland
Glenwood City	Sparta	Iola-Scandinavia*		Dodgeville	Middleton
Holmen	Superior	Lakeland Union		Edgerton	Monona Grove
Hudson	Tomah	Medford		FJ Turner	Mount Horeb
LaCrosse Central	West Salem	Mosinee		Janesville Craig	Oregon
LaCrosse Logan		Necedah		Janesville Parker	Sun Prairie
		Rhineland		Jefferson	Watertown
		Stevens Point			Waunakee
		Wausau East			
		Wausau West			
District 4		District 5		District 6	
Appleton East	Green Bay Southwest	Arrowhead	New Berlin West	Badger	Racine Case
Appleton North	Green Bay West	Germantown	Oconomowoc	Brookfield Central	Racine Park
Appleton West	Kimberly	Hartford Union	Port Washington	Brookfield East*	South Milwaukee
Ashwaubenon	Mayville	Kettle Moraine	Slinger	Elkhorn	Westosha
Bay Port	Neenah	Mukwonago	Waukesha North	Hamilton Sussex	Wilmot
Brillion	New London	New Berlin Eisenhower	Waukesha South	Kenosha Bradford	
De Pere	Oakfield		Waukesha West	Kenosha Tremper	
Gibraltar	Oshkosh North		West Allis -		
Green Bay East	Oshkosh West		Nathan Hale		
Green Bay Preble	Sheboygan North		Whitnall		
	West De Pere				
District 7					
Milwaukee Hamilton					

\*Schools that are new for the 2015-2016 school year



## DISTRICT COMPETITIVE EVENTS

- WIDECA Marketing Educators conducted industry research to develop the WIDECA District role-plays
- Similar to National DECA, each District competitive events writer will be compensated \$125/role-play. The honorarium expenses will be covered by each of the District conferences—Approximately \$1,100/District
- Other Chartered Associations may be interested in purchasing the District role-plays; therefore, an acceptable use policy is required for the events (reference below)
- Anticipated District Competitive Events Timeline:

July	Draft Events Submitted & Reviewed by WIDECA District Leaders
August/September	Final Events Submitted
September	Final Review & Approval
October	Event Distribution to District Coordinators
TBD—Determined by District	Distribution of Performance Indicators (1 <sup>st</sup> Page Only)

**Here is the acceptable use policy for the 2015 Wisconsin DECA District role-plays:**

ACCEPTABLE	NOT ACCEPTABLE
Receive the Performance Indicators PRIOR Districts	Post the Performance Indicators online
Receive entire event <b>(after a date specified by WIDECA)</b>	Post the entire event online
Use the events for preparation for SCDC/ICDC	Sell the events

**The Wisconsin DECA Board will determine the consequences for chapters that break the acceptable use policy.**

# DECA Competitive Events

## Purpose of DECA's Competitive Events Program

The DECA Competitive Events Program contributes to every student being college and career ready when they graduate from high school by focusing on the following outcomes:

### **Academically Prepared**

*DECA's competitive events provide a vehicle to demonstrate National Curriculum Standards through individual or team activities, develop and employ the key skills of analysis, application of knowledge, creative problem solving and logical presentation.*

### **Community Oriented**

*DECA's competitive events help members explore their communities, participate in an environment of cooperation and recognize their responsibility to the community.*

### **Professionally Responsible**

*DECA's competitive events encourage members to develop ethics, integrity and high standards, and to assume responsibility for self-improvement and self-discipline.*

### **Experienced Leaders**

*DECA's competitive events provide constructive avenues for team expression, initiative and creativity.*

DECA's competitive events program promotes **competence, innovation, integrity and teamwork**.

DECA Competitive Events Guidelines are detailed in the DECA Guide or at the following website: [www.deca.org/competitions/highschool/](http://www.deca.org/competitions/highschool/)

**Performance Indicators** are available for each event by clicking on the Event Abbreviation in the Performance Indicator Column at the above site.



**Because of DECA copyright agreements, SCDC performance Indicators can no longer be distributed prior to SCDC.**



## BOARD OF GOVERNORS UPDATED POLICY

*Everyone involved in competitive events should clearly understand the following information.*

### **COPYRIGHT AGREEMENT**

1. Chartered Associations purchase a license for one-time use of exams for use (only) as part of the current year's DECA Competitive Events Program.
2. Exam items may not be banked nor re-used to develop other exams. Exams must be used only as distributed by DECA Inc.
3. Items may not be edited nor rewritten for any purpose. (Derivative works are controlled by U.S. copyright law and are generally not allowed without express permission.)
4. Chartered Associations agree that all exams will be collected and destroyed after one-time use.
5. Chartered Associations may retain one file copy, but the file copy may not be used as a source of items for any purpose.
6. Only after a date specified by DECA Inc. will the Chartered Association Advisors be able to provide sample copies of the District Exam to local chapter advisors. After all state/provincial conferences have ended, DECA Images will begin selling sample copies of the state/provincial exams.
7. Chartered Associations may duplicate exams as needed for individual students competing in DECA's current year's Competitive Events Program.
8. Chartered Associations that use an online testing service must notify DECA Inc who the provider is and the provider must meet DECA's online security requirements. DECA Inc. will provide the exams directly to approved online providers after they have demonstrated their security standards.
9. **Under no circumstances may the exams and/or DECA competitive events in whole or in part, or any items within be published or posted on any website.**
10. All copyright restrictions apply to local chapters also.

### **POLICY UPDATE #1**

Any chapter which violates DECA's exam or scenario use and distribution policies will not be allowed to participate in that school year's chartered association conference or ICDC.

### **POLICY UPDATE #2**

If any exams or scenarios are posted on a chapter or chartered association website or distributed in any way outside of the policy, the chartered association will not receive scenarios from DECA Inc. or be eligible to purchase exams for a period of one year.

# GENERAL QUALIFICATIONS AND GUIDELINES FOR COMPETITION



All participants must be **paid DECA members** with the current year's dues on file with DECA prior to the date of registration for the State Career Development Conference.

**\*AT THE STATE LEVEL, ALL PARTICIPANTS MUST REGISTER TO COMPETE IN A PRINCIPLES OF BUSINESS ADMINISTRATION (PBA), TEAM DECISION MAKING OR INDIVIDUAL SERIES EVENT.**

At the state level, all participants **have the opportunity** complete the WIDECA Economics Exam online prior to SCDC.

**No online testing will occur for the cluster exams for SCDC. Testing will take place in paper/pencil format at SCDC.** At SCDC, if a participant competes in multiple events where the student has to take the same cluster exam more than once, a participant will take the exam **only once** and that score will follow them through competition. *For example: a student who competes in Apparel and Accessories Marketing in Category 1 and Advertising Campaign from Category 3 will take the Marketing Cluster Exam one time at SCDC and the score will follow them.*

## Wisconsin DECA Competitive Event Categories

PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS	ICDC	CLUSTER EXAM	*
1. Principles of Business Management and Administration—PBM	Top 7	Bus. Admin Core	*
2. Principles of Finance—PFN	Top 7	Bus. Admin Core	*
3. Principles of Hospitality and Tourism—PHT	Top 7	Bus. Admin Core	*
4. Principles of Marketing—PMK	Top 7	Bus. Admin Core	*
TEAM DECISION MAKING EVENTS			
1. Business Law and Ethics Team Decision Making—BLTDM	Top 7	Bus. Mgmt. Admin	*
2. Buying and Merchandising Team Decision Making—BTDM	Top 7	Marketing	*
3. Financial Services Team Decision Making—FTDM	Top 7	Finance	*
4. Hospitality Services Team Decision Making—HTDM	Top 7	Hospitality	*
5. Marketing Communications Team Decision Making—MTDM	Top 7	Marketing	*
6. Sports and Entertainment Marketing Team Decision Making—STDM	Top 7	Marketing	*
7. Travel and Tourism Team Decision Making—TTDM	Top 7	Hospitality	*
INDIVIDUAL SERIES EVENTS			
1. Accounting Applications Series—ACT	Top 7	Finance	*
2. Apparel and Accessories Marketing Series—AAM	Top 7	Marketing	*
3. Automotive Services Marketing Series—ASM	Top 7	Marketing	*
4. Business Finance Series—BFS	Top 7	Finance	*
5. Business Services Marketing Series—BSM	Top 7	Marketing	*
6. Food Marketing Series—FMS	Top 7	Marketing	*
7. Hotel and Lodging Management Series—HLM	Top 7	Hospitality	*
8. Human Resources Management Series—HRM	Top 7	Bus. Mgmt. Admin	*
9. Marketing Management Series—MMS	Top 7	Marketing	*
10. Quick Serve Restaurant Management Series—QSRM	Top 7	Hospitality	*
11. Restaurant and Food Service Management Series—RFSM	Top 7	Hospitality	*
12. Retail Merchandising Series—RMS	Top 7	Marketing	*
13. Sports and Entertainment Marketing Series—SEM	Top 7	Marketing	*

<b>PERSONAL FINANCIAL LITERACY EVENT</b>	<b>ICDC</b>	<b>CLUSTER EXAM</b>	
1. Personal Financial Literacy—PFL	Top 7	Financial Literacy	
<b>BUSINESS OPERATIONS RESEARCH EVENTS</b>			
1. Business Services Operations Research—BOR	Top 6		
2. Buying and Merchandising Operations Research—BMOR	Top 6		
3. Finance Operations Research—FOR	Top 6		
4. Hospitality and Tourism Operations Research—HTOR	Top 6		
5. Sports and Entertainment Marketing Operations Research— SEOR	Top 6		
<b>CHAPTER TEAM EVENTS</b>			
1. Community Service Project—CSP	Top 6		
2. Creative Marketing Project—CMP	Top 6		
3. Entrepreneurship Promotion Project—EPP	Top 6		
4. Financial Literacy Promotion Project—FLPP	Top 6		
5. Learn and Earn Project—LEP	Top 6		
6. Public Relations Project—PRP	Top 6		
<b>BUSINESS MANAGEMENT AND ENTREPRENEURSHIP EVENTS</b>			
1. Entrepreneurship - Innovation Plan—EIP	Top 6		
2. Entrepreneurship-Start-Up Business Plan—ESB <b>OR</b> Franchising Business Plan - EFB	Top 6		
3. Entrepreneurship - Independent Business Plan—EIB	Top 6		
4. Entrepreneurship - Business Growth Plan—EBG	Top 6		
5. International Business Plan—IBP	Top 6		
<b>MARKETING REPRESENTATIVE EVENTS</b>			
1. Advertising Campaign—ADC	Top 6	Marketing	
2. Fashion Merchandising Promotion Plan—FMP	Top 6	Marketing	
3. Sports and Entertainment Promotion Plan—SEPP	Top 6	Marketing	
<b>PROFESSIONAL SELLING AND CONSULTING EVENTS</b>			
1. Financial Consulting—FCE	Top 6	Finance	
2. Hospitality and Tourism Professional Selling—HTPS	Top 6	Hospitality	
3. Professional Selling—PSE	Top 6	Marketing	
<b>WISCONSIN ONLY SPECIAL EVENTS</b>			
Economics Excellence – Top 20 students receive small medals and Top 10 will receive Champaign medals.	Top 10	Non-competitive Spot	
Wisconsin Gold Chapter: All Gold Certified Chapters earn <b>ONE</b> Non-competitive Spot			
Wisconsin Gold Student	Top 6	Non-competitive Spot	
Marketing Education and Training Event	Top 6	Non-competitive Spot	
Wisconsin School Based Enterprise Academy: Top <b>TWO</b> teams in each track earn <b>ONE</b> Non-competitive spot.			
State Officer Elections	<i>Newly elected officers are required to attend ICDC 2016.</i>		
ICDC Non Competitive/Academy Application/Voting Delegate	<i>Application process required.</i>		

**Projects that require a manual will be submitted in hard copy format per DECA guidelines. Projects (one copy in DECA Binder and two photocopies) must be postmarked (in the mail) to WIDECA by FEBRUARY 3, 2016. Refer to the SCDC Registration Packet for more details.**



# STATE CAREER DEVELOPMENT CONFERENCE UPDATE

*Check out the updates below and make sure you read the complete updates in this guide and in the SCDC Registration Packet.*

<b>1<sup>st</sup> &amp; 2<sup>nd</sup> PLACE DISTRICT QUALIFIERS</b>	On February 13, 2015 the WI DECA Board decided that if a 1 <sup>st</sup> or 2 <sup>nd</sup> place district qualifier cannot attend SCDC, that spot stays with the chapter and the Advisor can replace that spot with another student from their chapter.
<b>POLAR PLUNGE RIBBONS</b>	Your chapter can earn Polar Plunge ribbons again this year. Make sure you complete the Community Service Online form to get recognition.
<b>ONLINE FORMS</b>	All submissions for special recognition ( <a href="#">MDA</a> , <a href="#">Acts of Kindness</a> , and <a href="#">General Contributions to Charity</a> , <a href="#">100 Hours</a> , <a href="#">Red Apple</a> , <a href="#">Alumni Excellence</a> , and <a href="#">Friend of DECA</a> ) will be submitted using an online site again this year. Please click on the names above to find these forms.
<b>SCDC DINING</b>	We will keep the same buffet format as last year but the menu will be different.
<b>ECONOMICS EXCELLENCE EVENT</b>	Per the vote at the DECA Board meeting on March 11, 2015 the Economics Excellence Event (online exam) as an optional event. Online testing will still need to meet set deadlines prior to SCDC.
<b>ICDC INFORMATION SESSION</b>	There will be no formal ICDC Information Session provided at the conference. We will still have the double-qualifiers meeting immediately following the closing session on Thursday.
<b>Conference T-Shirts</b>	Per the vote at the DECA Board Meeting on March 11, 2015 the requirement for students to wear their conference t-shirt at the dance will remain in effect.
<b>OPENING SESSION</b>	There will be major changes to the opening session format to keep the session energizing, engaging, and as short possible while still providing valuable content and chapter recognition.
<b>OPENING SESSION ADDITIONAL SECURITY</b>	During opening session the hotel pool will be closed. There will also be additional security presence at the hotel at this time directing all students to attend opening session. Please ensure your students are at opening session.
<b>DIAMOND LEVEL</b>	To earn Diamond level Chapters must the meet the requirements of the <b>National DECA Membership Campaign</b> by 12.1.15 of the current membership year <b>OR</b> provide documentation that your chapter increased membership by more than 20% over the previous year.
<b>COMPETITIVE EVENT UPDATE</b>	<ul style="list-style-type: none"> <li>◆ Added a new category for the Virtual Business Challenge-Accounting (ICDC level only)</li> <li>◆ DECA Goes Lean in Entrepreneurship – DECA, Inc. will begin using new terminology and outlines in many of its Entrepreneurship Events. Specifically, DECA has adopted terminology associated with the lean business model canvas. For more information please <a href="#">click here</a>.</li> <li>◆ Projects <ul style="list-style-type: none"> <li>○ 30+ Page Projects: The Executive Summary for any 30+ page project can now be 1-3 pages, single or double spaced. THIS IS ONLY FOR 30+ page projects.</li> <li>○ Students will now have 15 minutes to present all projects. The 15 minutes includes question and answer, but it is up to the student as to how much time they leave for question and answer.</li> <li>○ Judge evaluation forms will now be based on performance indicators rather than judge questions.</li> </ul> </li> </ul>



## MEMBERSHIP/SCDC ALLOTMENT (Quota) FORM

**THIS IS NOW AN ONLINE FORM!**

[Click here for the 2015-2016 SCDC Allotment Form](#)

Important Information regarding SCDC Allotment:

- On February 13, 2015 the WI DECA Board decided that if a 1<sup>st</sup> or 2<sup>nd</sup> place district qualifier cannot attend SCDC, that spot stays with the chapter and the Advisor can replace that spot with another student from their chapter.
- Due to capacity limitations, the ratio for membership will be based on TOTAL membership in the state:
- Only 11+ page projects qualify for allocation spots, maximum of 2 additional spots per chapter. – Discuss at DECA Board meeting.
- If you are planning on adding additional members to increase your quota, you will not be allowed to register for the spot(s) until the additional members have been registered.
- Service Associates: After the list of approved Service Associates is published, the spot(s) will be allocated to your chapter. You will be allowed to register them at that time.
- If your chapter has a member of Team 50 **AND** they were a first or second place finalist at districts your chapter **DOES NOT** qualify for an additional spot.



## ECONOMICS EXCELLENCE

- Every registered SCDC attendee (Service Associates are eligible to take this test) will have the opportunity compete an online economics test of 100 questions (not required)
- Economics score will NOT be factored into Series or Principles of Business Administration Events—Consistent with competitive events at ICDC
- Recognition of Top 20 competitors on stage
- Top 10 competitors will earn non-competitor spot to ICDC
- Each District will have the opportunity to determine the following:
  - If the District will offer an economics test
  - Format—Online vs. Written
  - Number of Questions—50 vs. 100
- Quota system will apply to districts offering economics event—top 2 qualifiers earn spots to SCDC
- No substitutions/changes to this event registration after February 15, 2016



## **GOLD CHAPTER**

The Wisconsin Gold Chapter Project is a *Wisconsin Only Special Event* that provides an opportunity for chapter members to work together and highlight the past year's chapter level activities. This project requires members to document and creatively compile a publication that serves as a portfolio of successful chapter activities and projects. It also provides chapter members the opportunity to demonstrate the knowledge and skills necessary in planning, organizing, implementing and evaluating the chapter activities and projects.

The project activities may be conducted anytime between the deadline for submission of the previous year's Wisconsin Gold Chapter Project and the current year's deadline for submission (available on the annual WIDECA Calendar). For more information on Gold Chapter, please [click here](#).



## **GOLD STUDENT**

The Wisconsin Gold Student is a *Wisconsin Only Special Event* that provides an opportunity for chapter members to highlight their involvement in DECA through the development of a portfolio and then share this information with a panel of judges at the State Career Development Conference. This project requires members to document and creatively compile a publication that serves as a portfolio of their personal DECA related activities, projects and achievements. Finally it is an opportunity for members to demonstrate their presentation and interview skills in front of a panel of judges and potentially be awarded a non-competitor spot to ICDC.

The project activities may be conducted anytime between the deadlines for submission of the previous year's Wisconsin Gold Chapter Project and the current year's deadline for submission, available on the annual WIDECA Calendar. For more information on Gold Chapter, please [click here](#).



## **MARKETING EDUCATION & TRAINING PRESENTATION**

The Marketing Education & Training Presentation is a Wisconsin Only Special Event that provides an opportunity for WIDECA members to be recognized for outstanding planning and instruction in marketing education. This project requires members to prepare and submit a 2 page lesson plan (template provided) by a set deadline. Students who meet this requirement will be scheduled for a 10 minute marketing presentation at SCDC. For more information on the Marketing Education & Training Presentation, please [click here](#).



## **DECA SCHOOL BASED ENTERPRISE (SBE) CERTIFICATION**

The School-based Enterprise Certification Program was developed to provide recognition for outstanding achievement by school-based enterprises and to motivate SBEs to strive for excellence and to grow. The program provides SBEs with standards for model school store operation and provides recognition for school-based enterprises at three levels: bronze, silver and gold. The number and type of activities a school-based enterprise completes for each of the standards will determine the level of certification awarded. For more information on SBE Certification, please [click here](#).

 **WISCONSIN DECA™ SCDC SPECIAL RECOGNITION AWARDS**

Wisconsin DECA would not be the same without the dedication and enthusiasm of some very special people! Each year, Wisconsin DECA is proud to recognize advisors, alumni, and other friends of DECA with special awards at SCDC.

Please take the time to review the application guidelines for the SCDC Special Recognition Awards. Think about those special people that deserve recognition and nominate them for SCDC 2016!

### **Red Apple Award**

- Advisor Award
- Nominations are made by students
- Online Form: [https://wisconsindeca.formstack.com/forms/untitled\\_form1](https://wisconsindeca.formstack.com/forms/untitled_form1)

### **Alumni Excellence Award**

- Alumni of WIDECA
- Nominations are made by chapter or state level advisors
- Online Form: [https://wisconsindeca.formstack.com/forms/untitled\\_form1](https://wisconsindeca.formstack.com/forms/untitled_form1)

### **School Official Excellence and Friend of DECA Awards**

- School Administrators, Guidance Counselors, Business Partners, Parents
- Nominations are made by chapter or state level advisors
- Online Form: [https://wisconsindeca.formstack.com/forms/school\\_official\\_excellence\\_friends\\_of\\_deca\\_awards](https://wisconsindeca.formstack.com/forms/school_official_excellence_friends_of_deca_awards)

### **Marketing Educator Professional Development Award**

- Local Chapter Advisors
- Applications are submitted by the chapter advisor
- Online Form: [https://wisconsindeca.formstack.com/forms/untitled\\_form\\_20](https://wisconsindeca.formstack.com/forms/untitled_form_20)

# Community Service Guide 2015-2016

*Your Wisconsin DECA Guide to Incorporating the DECA Guiding Principle of Community Service into your DECA Chapter. For the complete Community Service Guide, [click here!](#)*



*A letter from your Wisconsin DECA Vice President of Community Service, Meghan Sharkus*



SERVE.LEAD.INSPIRE

*Hello Wisconsin DECA!*

*I am honored that you selected me to serve as your Vice President of Community Service and I can't wait to make this year DECA EPIC!*

*Have you ever given someone a present and watched their face light up? Have you ever gotten that "warm fuzzy" feeling from helping someone? Then you have passion for community service too! I look forward to sharing this passion as we collaborate on statewide projects, highlight local events, and celebrate together at SCDC.*

*Each year, Wisconsin's state officer team works hard to create resources to help you succeed. Last year Riley Vanden Plas created this Community Service Guide to offer you materials, tips, and ideas for local events. This year I hope to have a Community Service Blog up and running by the end of the summer. What it is important to remember is that our most important resource is you. We value your feedback and input into everything we do because we are not only here to succeed as a state officer team, but as a state. If there are any resources you need created or questions you need answered feel free to contact me!*

*Sincerely,*

*Meghan Sharkus*

Meghan Sharkus

Wisconsin DECA Vice President of Community Service

[widacacommunityservice@gmail.com](mailto:widacacommunityservice@gmail.com) or 608.438.7189

# GET CONNECTED TO DECA INITIATIVES



OUR MISSION

DECA PREPARES EMERGING LEADERS AND ENTREPRENEURS IN MARKETING, FINANCE, HOSPITALITY AND MANAGEMENT

## OUR GUIDING PRINCIPLES

### DECA'S COMPREHENSIVE LEARNING PROGRAM

#### INTEGRATES INTO CLASSROOM INSTRUCTION

An integral component of classroom instruction, DECA activities provide authentic, experiential learning methods to prepare members for college and careers.

DECA members put their knowledge into action through rigorous project-based activities that require creative solutions with practical outcomes.

#### APPLIES LEARNING

#### CONNECTS TO BUSINESS

Partnerships with businesses at local and broader levels provide DECA members realistic insight into industry and promote meaningful, relevant learning.

As in the global economy, a spark of competition drives DECA members to excel and improve their performance.

#### PROMOTES COMPETITION

### DECA PREPARES THE NEXT GENERATION TO BE

#### ACADEMICALLY PREPARED

DECA members are ambitious, high-achieving leaders equipped to conquer the challenges of their aspirations.

Recognizing the benefit of service and responsibility to the community, DECA members continually impact and improve their local and broader communities.

#### COMMUNITY ORIENTED

#### PROFESSIONALLY RESPONSIBLE

DECA members are poised professionals with ethics, integrity and high standards.

DECA members are empowered through experience to provide effective leadership through global setting, consensus building and project implementation.

#### EXPERIENCED LEADERS

## DECA, INC. Initiatives

- DECA, INC. Campaigns are detailed at: <http://www.deca.org/page/campaigns/>

DECA, INC. recognizes chapter achievement for community service. Recognition can range from a certificate to an ICDC allocation spot to attend a DECA Academy in Nashville, TN.

- To receive recognition from DECA, Inc. all community service activities must be submitted online at [www.deca.org](http://www.deca.org)

## Wisconsin DECA Initiatives

- MDA (Muscular Dystrophy Association)
- Polar Plunge
- Acts of Kindness
- 100 Hours
- General Contributions to Charity
- Wisconsin Association State-Wide Community Service Project: Trick or Can

Wisconsin DECA recognizes chapter achievement for community service. Recognition can range from a certificate, an extra allocation spot at SCDC, to premiere seating at SCDC 2016 if you complete the EPIC Community Service Bonus.

- For Wisconsin DECA recognition you must submit your community service activities using the online Community Service form, which can be found at:

<https://www.formstack.com/forms/?1819285-PO4DqueTs3>

# SERVE.LEAD.INSPIRE

Please [click here](#) for the complete 2015-2016 Community Service Guide

# Wisconsin DECA (WI DECA)

By-Laws

Updated July 2014



<https://docs.google.com/document/d/1KQJwd992O2fr3eQ76kywggcvaJ9ULIAjEIJBNNhrbv2w/edit?usp=sharing>

The mission of marketing, management, and entrepreneurship education is to prepare emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe.

